

## **CUMBERLAND HEIGHTS MARKETING SERVICES**

Cumberland Heights' Marketing Services are designed to continue the organizational mission of providing services to those persons and their families who are at risk for or affected by the disease of chemical addiction by letting people know about the range of services provided. To that end, the services are divided into four areas: Advertising and Public Affairs, Referral Relations, Business Development, and Youth Marketing. This approach attempts to deal with the three most important issues of marketing. First, the Referral Relations area ensures that the clients who are already using Cumberland Heights are satisfied. Secondly, the message of Cumberland Heights is disseminated by the Advertising and Public Affairs area through multi-level approaches to our service area. Finally, Business Development continues to increase our client and referral base. The Youth and Professional program works in both Referral Relations and Business Development areas within the specialty markets.

Advertising and Public Affairs focuses on establishing and maintaining a positive presence for Cumberland Heights within the recovering community, the professional community, the business community, and the larger Metropolitan Nashville area and surrounding area communities. In addition, goals are to increase regional and national awareness of services. This area oversees public relations efforts, advertising in the mediums of radio, television, Internet, direct mail, community prevention outreach, and materials management. Event management is also maintained in conjunction with the Chief Development Officer.

The Referral Relations arena is charged with maintaining all present business and referral sources who currently work with Cumberland Heights. Referral Relations works to create optimum communication and service coordination by serving as a liaison between referral sources, the patient and family, and the treatment team. As mentioned previously, goals are to maintain the current referral base as well as to increase the number of referrals from these existing sources.

Business Development concentrates on building and creating new business in markets as yet untapped by the organization with a particular focus on industry, as well as maintaining current referral sources and business. To achieve this goal, such marketing tools as cold calls, telephone contacts, direct mailings, tours, presentations, etc. are utilized. The goal for this area is to ensure an ever-increasing client base.

Youth Business Development is designed to focus on public and private schools and family-focused groups such as churches, youth groups, etc. Business development is a priority for this area as well using the standard marketing tools previously mentioned. In addition, Youth Marketing also performs the functions of Referral Relations for the adolescent specialty market. Goals are to establish and maintain optimal census within the Cumberland Heights Youth Program.

Referral Relations and Business Development Outreach Coordinators report to the Director of Business Development. The Director of Business Development reports to The Chief Business Development & Plant Operations Officer. The Chief Business Development & Plant Operations Officer reports to the Chief Executive Officer. The Director of Internet Services reports to the Chief Marketing Officer. The Chief Marketing Officer also oversees public relations handled by Kaleidoscope Media. The Chief Marketing Officer reports to the Chief Executive Officer. A representative from this area is a member of the Senior Management Team. Communication is via meetings with staff and management as well as via written memorandum and E-mail. The Code of Ethics of the American Marketing Association governs their daily practices.